



Press Contact:  
Lauren Hunter Public Relations  
[Lauren@laurenhunter.net](mailto:Lauren@laurenhunter.net)  
916-838-2184

APA Contact:  
Stephen Best, APA National CEO  
[ceo@apanational.com](mailto:ceo@apanational.com)  
800-272-6264 ext. 12

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## **Advertising Photographers of America (APA) Adopts New Name – American Photographic Artists - to Better Serve Photographers, Artists, and Media Professionals**

*American Photographic Artists (APA), An Alliance of Advertising & Media Professionals*

**Atlanta, GA June 1, 2010**—The Advertising Photographers of America (APA), has today announced its new name, **American Photographic Artists (APA)** (<http://www.apanational.com>) to reflect its growing need for a moniker that more accurately represents its current and future membership. APA's new tagline, "An Alliance of Advertising & Media Professionals" is an embracing definition of its membership that welcomes a wide range of creative photographic professionals.

"The advertising photographer is now someone who might have crossed over from the fine art, editorial, catalog, or music industries," notes Stephen Best, APA National CEO. "To meet that evolving world, APA felt it needed to broaden its appeal by removing the current hurdles that are traditionally associated with advertising."

As advertising has become more editorial in feel, art producers often look to magazines and galleries for new photographers, thus blurring the line between art and commerce. APA's National Executive Board felt it was important to be all-inclusive, thereby welcoming all genres of photographers to its organization.

"Advertising imagery is no longer reserved only for companies with big budgets produced by specialists through advertising agencies," comments Stephen Best, APA National CEO. "Facebook, Twitter and other social media outlets are becoming a huge avenue of promotion as traditional media sources experience decline. Artists that produce advertising might come to it from the commercial, art, publishing, or fine art worlds. We want APA to represent our members accordingly."

APA President Theresa Raffetto adds, "We are all image makers, we have a vision, we desire community and we need our industry to thrive and remain a viable career path. That's what APA works towards every day. We're photographers working for photographers."

Through education, advocacy, and standards of excellence, APA seeks to provide three solid legs of support to its diverse members upon which they can build their varied careers as artisans of the photographic image.

"APA hasn't changed, but our new name, now best marks our brand of inclusivity toward our varied members with one common and important focus - a high level of artistry," says George Fulton, past APA president.

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"Whether our pictures are destined for advertising, public service or the walls of art galleries, as artists we create intellectual property which must be protected by copyright," says Jim McHugh, APA LA Board Member and internationally renowned artist. "Whether these pictures move or are still, are on the web or printed on canvas, our commonly held goals as image-makers and APA members are the same: the development of our art and protection of our created work."

Whether one is an advertising photographer, editorial, fine art, landscape, architectural shooter, or any kind of photographer, affiliate or assistant whose commerce is the uniquely crafted image, then American Photographic Artists, still known as APA, is the organization which aspires to support your success in the photographic arts.

### **About American Photographic Artists (APA)**

The American Photographic Artists ([www.apanational.com](http://www.apanational.com)) is a leading national organization run by and for professional photographers. With a culture that promotes a spirit of mutual cooperation, sharing and support, APA offers outstanding benefits, educational programs and essential business resources to help its members achieve their professional and artistic goals. Headquartered in Atlanta, Georgia with chapters in Atlanta, Los Angeles, the Midwest, New York, San Diego, San Francisco, Charlotte, the Northwest and Washington, DC, APA strives to improve the environment for photographic artists and clear the pathways to success in the industry. Recognized for its broad industry reach, APA continues to expand benefits for its members and works to champion the rights of photographers and image-makers worldwide.

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